- Dolan again: Unique package bid in Sacramento
- IRTS plays host to get-together of cable executives
- Cooperation surfaces at NATPE convention
- Franchise repeal petition launched in Denver

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CableVision

The news and features weekly of the cable television industry

March 29, 1982

CVFL20014CON452 05/30/82-1
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
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Broadway beckons cable

The roar of the greasepaint

Of congressmen and cable: Programming potential eyed

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CableVision Volume 7, Number 29, March 29, 1982

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TITSCH PUBLISHING, INC.: *President,* Robert Titsch; *Executive Vice President,* Paul FitzPatrick; *Vice President, New York bureau,* Barbara Ruger; *Vice President, Washington bureau,* Patrick Gushman; *Controller,* Michael Borer; *Corporate Counsel,* Gary Witt; **EDITORIAL OFFICES: New York:** *Publisher,* Barbara Ruger; *Senior Editor—Editor,* CableVision Plus, Jeri Baker; *Associate Editors,* Jean Bergantini Grillo, Gary Rothbart; *Assistant Editors,* Simon Applebaum, Karen Bloom; **Denver:** *Editorial Director,* Michael McCready; *Managing Editor,* Jim Craig; *Associate Managing Editor,* Wayne H. Lasley; *Managing Editor,* CableVision Plus, Margaret Helminiak; *Associate Editor,* Victoria Gits; *Editorial Assistant,* Julie Perrin; **Washington, D.C.:** *Associate Editors,* Peter Evanow, Craig Leddy; **Los Angeles:** *Bureau Chief,* Patricia Goldstone; **PRODUCTION:** *Traffic Director,* Vicki Champion; *Assistant,* Vicki Wegman; *Art Director,* Brad Hamilton; *Asst. Art Director,* Cynthia B. Carey; *Design Director,* Robert D. Tonsing; *Artists,* Earl V. DeWald, Elizabeth Katzelnick, Becky Johnson, Shari Wajda; *Typesetters,* Nancy Beggins, Fred Karstens, Ginger O'Leary, Joyce Smith; *Proofreader,* Judith Schwall; *Photo Editor,* Rob Stuehrk; *Photo Technician,* Bill Ellis; **ADVERTISING, Denver:** *Vice President Sales,* Paul R. Levine; *Director of Marketing,* Brian Callaghan; *Account Executives,* Lawrence P. Dameron III, Kim Korb; Cathy Lynn Wilson; *Classified Manager,* Suzanne Sparrow; *Customer Service,* Marcia Larson; *Traffic,* Barbara Coit, Pam Macy; **New York:** *Regional Sales Manager,* Sherwood S. Sumner; **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5400 TA, Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 3800 N. Fairfax Dr., Arlington, Virginia 22203, (703) 522-3888 **New York Bureau** 488 Madison Avenue, New York, New York 10022, (212) 308-0415 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

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Museum without walls

ABC Video Enterprises and New York's Metropolitan Museum have joined forces to bring the world of great masterpieces into the modern realm of cablecasting. **Page 22.**

Sacramento gamble

Cablevision Systems' innovative chairman of the board, Charles Dolan, is offering another first for the industry—a basic pay package for $19.50 a month including HBO and interactive services. **Leading the week, pages 13-16.**

Mile high ruckus

Petition drives are underway to repeal the recently awarded franchise in Denver. Factions are bringing out the big guns in what could turn out to be a major battle. **Leading the week, pages 13-16.**

Issues and answers

The International Radio and Television Society Luncheon on Thursday was its first totally devoted to issues in the cable industry. Five cable network presidents were on hand to field the questions. **Leading the week, pages 13-16.**

Transponding the gap

Buyers and sellers of satellite transponders urged the FCC to allow outright sales. Not surprisingly, a majority of comments favor the open market approach with transponders allocated on a non-common carrier status. **Leading the week, pages 13-16.**

Unification sweeps NATPE

This year's NATPE convention seemed to carry a heavy tone of programming cooperation while rumors of a merger with the NCTA added to spirit of facing new challenges. **Page 23.**

Warhol joins ranks

Andy Warhol has taken his *Interview* magazine to cable on MCTV's Channel 10. *CableVision*'s Robert DiMatteo took a look at the offering and points out that Warhol has maintained his style on the tube. **Page 26.**

HDTV profits

A recently completed CBS-sponsored study makes many good comments about the advantages of HDTV. The most notable of those is the fact that dramatic revenue increases could loom for cable. **Page 51.**

Microdyne, Alpha fade

Pressure from Wall Street reaction has killed current efforts to merge Alpha Industries and Microdyne. However, company officials feel that marriage may happen at a later date. **Page 53.**

Talking text

Participants at a Boston seminar were given the word that a joint venture between national videotex and teletext services, local operators and local newspaper publishers is in the winds of the future. **Page 57.**

Tussle over tariff

RCA Americom's transponder tariff proposal is drawing flak from a variety of sources. The yet-to-be-settled issue is also generating a lot of claims and counter-claims. **Page 58.**

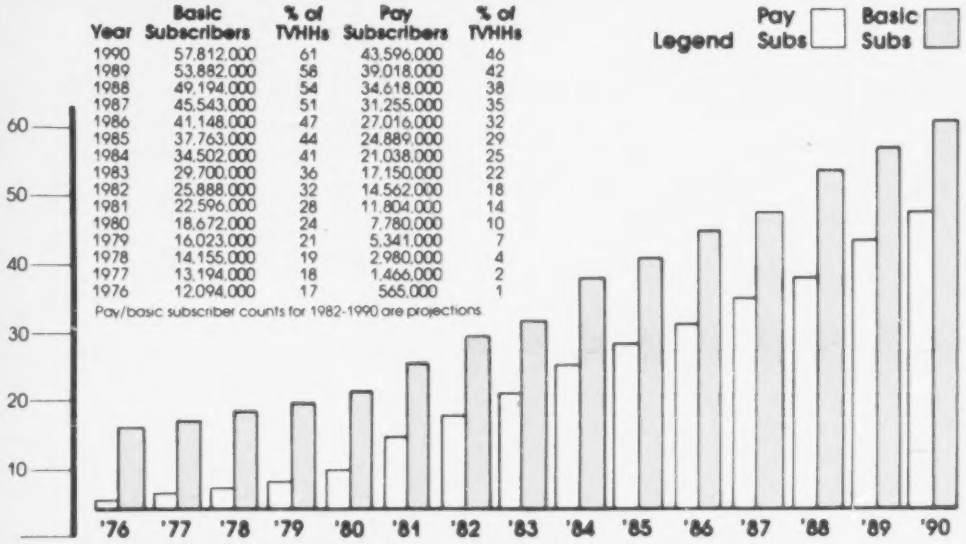
This week in CableVision Plus

Long the poor relation at the American entertainment table, legitimate theatre is being courted by cable programmers for low-budget forms of original dramatic fare. The increase in theatre's attractiveness, however, has been matched by a rise in license and production costs. Capitol Hill is also turning a watchful eye toward cable. C-SPAN and public affairs programming on cable systems that make performers of congressmen have heightened their awareness. **Pages 27-50.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,812,000	61	43,596,000	46
1989	53,882,000	58	39,018,000	42
1988	49,194,000	54	34,618,000	38
1987	45,543,000	51	31,255,000	35
1986	41,148,000	47	27,016,000	32
1985	37,763,000	44	24,889,000	29
1984	34,502,000	41	21,038,000	25
1983	29,700,000	36	17,150,000	22
1982	25,888,000	32	14,562,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 80,700,000

Homes passed by cable (HP) 42,000,976

Percent of TVHH passed by cable 52.05%

Basic cable subscribers 22,821,167

Percent of TVHH with basic cable . 28.28%

Percent of HP with basic cable . 54.34%

Pay cable subscribers 12,051,461

Percent of TVHH with pay cable .. 14.93%

Percent of HP with pay cable .. 28.69%

Percent of basic subs with pay cable 52.81%

Franchising in the top 50

Rank	Market	Status of Core City
1.	New York	Manhattan-OP/four unwired boroughs-FP
2.	Los Angeles	City is divided into seven parts
3.	Chicago	BP
4.	Philadelphia	City is divided into four parts (1 OP/3 FP)
5.	San Francisco	OP (system to be upgraded)
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Pittsburgh	OP
12.	Houston	OP
13.	Minneapolis/ St. Paul	FP
14.	St. Louis	BP
15.	Seattle/Tacoma	City is divided into four parts (2 OP/1 FG/1 BP)/ Tacoma-OP
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/ St. Petersburg	BP/OP
19.	Baltimore	BP
20.	Denver	FG
21.	Indianapolis	FG (to be turned on shortly)
22.	Sacramento/ Stockton	BP/OP
23.	San Diego	OP
24.	Portland	City is divided into two parts (1 OP/1 FG)
25.	Kansas City	OP
26.	Hartford/New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FP
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	OP
32.	Columbus	Four systems-OP
33.	Providence/ New Bedford	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	FG
37.	Greenville/Spartansburg/Asheville	Three systems-OP
38.	Grand Rapids/Battle Creek/Kalamazoo	Three systems-OP
39.	Oklahoma City	OP
40.	Orlando/ Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	Two systems-OP
43.	Charleston/ Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lancaster/Lebanon	Four systems-OP
47.	Norfolk/Newport News/New Hampton/ Portsmouth	Four systems-OP
48.	Wilkes-Barre/Scranton	Two systems-OP
49.	Albany/ Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Legend:
OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

Based on chart from the National Cable Television Association report on cable franchising, using Arbitron's designated market areas.

Regional focus

New England

	Cable Systems	Basic Subs	Homes Passed	Basic % of H.P.	Pay Subs	Pay % of Basic Subs
Connecticut	21	476,695	758,556	63.24	248,982	52.23
Maine	35	125,174	198,456	63.07	51,087	40.82
Massachusetts	57	429,500	864,727	49.67	204,547	47.62
New Hampshire	26	159,392	296,124	53.83	50,358	31.59
Rhode Island	6	6,952	9,199	75.57	5,459	79.82
Vermont	46	79,388	97,938	81.06	20,206	25.45

Middle Atlantic

	Cable Systems	Basic Subs	Homes Passed	Basic % of H.P.	Pay Subs	Pay % of Basic Subs
New York	204	1,780,977	3,113,716	51.20	847,618	47.60
New Jersey	62	918,826	1,924,178	47.75	539,029	64.11
Pennsylvania	311	1,754,279	2,787,093	63.08	618,931	35.30

South Atlantic

	Cable Systems	Basic Subs	Homes Passed	Basic % of H.P.	Pay Subs	Pay % of Basic Subs
Delaware	9	109,168	186,731	58.46	49,469	45.31
Maryland	36	143,421	212,389	67.53	51,775	36.10
West Virginia	146	304,614	502,903	60.57	84,571	27.76
Virginia	84	495,096	853,455	58.01	289,914	58.60
South Carolina	50	273,850	538,341	50.87	121,967	44.58
North Carolina	89	484,682	852,835	56.83	233,597	48.20
Georgia	126	579,696	1,106,236	52.40	304,159	52.47
Florida	159	1,402,297	2,589,004	54.16	682,882	48.70

Cable penetration in top 25 TV markets

Rank	Market	Cable Subscribers*
1.	New York City	1,349,907
2.	Los Angeles	624,728
3.	Chicago	175,751
4.	Philadelphia	693,157
5.	San Francisco	663,484
6.	Boston	288,091
7.	Detroit	175,275
8.	Washington, D.C.	79,425
9.	Cleveland	265,391
10.	Dallas/Fort Worth	116,496
11.	Pittsburgh	552,676
12.	Houston	192,176
13.	Minneapolis/St. Paul	44,945
14.	St. Louis	94,034
15.	Seattle/Tacoma	236,616
16.	Atlanta	208,150
17.	Miami	288,327
18.	Tampa/St. Petersburg	169,035
19.	Baltimore	69,682
20.	Denver	53,637
21.	Indianapolis	165,050
22.	Sacramento/Stockton	402,349
23.	San Diego	361,940
24.	Portland, OR	85,239
25.	Kansas City, MO	112,912

*Cable penetration in 50 mile radius of market city, subscriber totals from "CableFile/82."